

AQUARIUS

ROLLER & VERTICAL COLLECTION

Your Complete Guide
August 2024

arena





CONTENTS

Introduction	01
Fabrics	02
USP's	03
Trends	04
Exclusive Designs	06
Capsule Collection	07
The Range	08
Header Systems	10
Motorised	11
Sustainability	12
Marketing Support	13



THE ROLLER & VERTICAL COLLECTION

The NEW Aquarius Roller & Vertical Collection Books are here. The books take inspiration from the collections' NEW capsule collection with delicate flowers beautifully debossed across the covers.

The contents of the book are just as impressive as the covers. With a wide range of on-trend colours and designs, not forgetting beautiful new textures including a range of rich velvet fabrics. We've increased our plains offering, with Palette and Banlight now offering 30 colours in standard and blackout fabrics. Sustainability is also key to this collection update, with over 60% of the fabrics made from 50% or more recycled polyester yarn, so you can get the look you want with a more sustainable fabric choice.

The layout of books helps make browsing super easy. In the Rollers book, the left side shows all our performance fabrics, like Banlight Duo FR, as well as our textures, weaves and jacquards, whilst the right hand side showcases our breadth of patterns by colourway.

The Vertical Collection book brings all the fabrics together in one section, separated with easy to navigate divider cards.



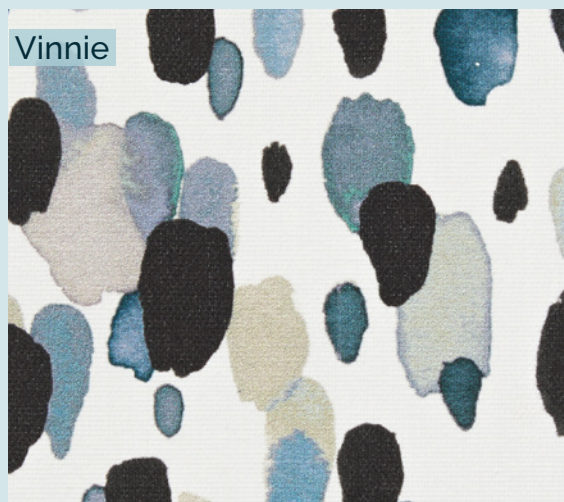
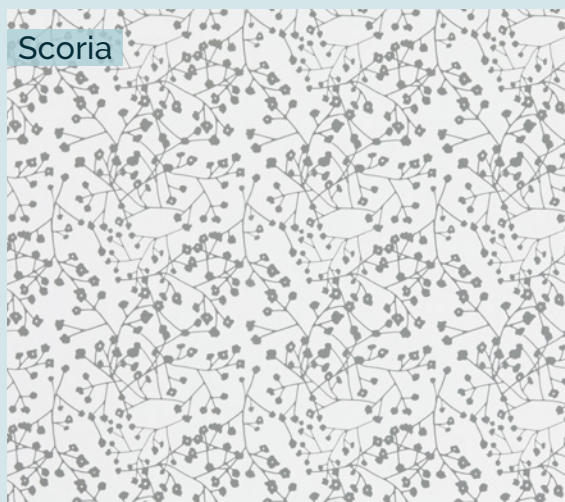
FABRICS

In total across both Rollers and Verticals,
the collections comprise of an impressive 807 fabrics!

Roller = 450

Vertical = 357

And now over 80% of our Vertical fabrics
are also available as a Roller fabric.

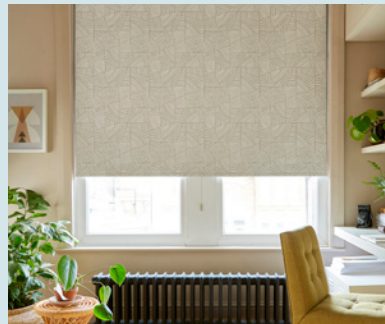


Some of our favourite fabrics being carried forward are also having a name change,
the below table shows you which fabrics this applies to:

Previous name	New name
Banlight Beige	Banlight Biscotti
Banlight Silver	Banlight Iron
Banlight Blue	Banlight Marina
Banlight Cerise	Banlight Redcurrant
Palette Linen	Palette Beige
Palette Navy	Palette Dark Blue

USP's

- New lifestyle imagery
- New capsule collection
- New no-drill solutions for Roller blinds
- New header systems for Roller and Verticals
- New chains and wand operating options for Verticals
- New velvet fabrics in 13 colours
- New colourways in current bestsellers
- New sustainability card
- New motorised card
- New pricing card
- New label design & icons
- Increased number of fabrics made from recycled polyester yarn
- Palette and Banlight Duo FR Roller blinds now available in 2, 2.4 and 3 metre widths in 30 colours

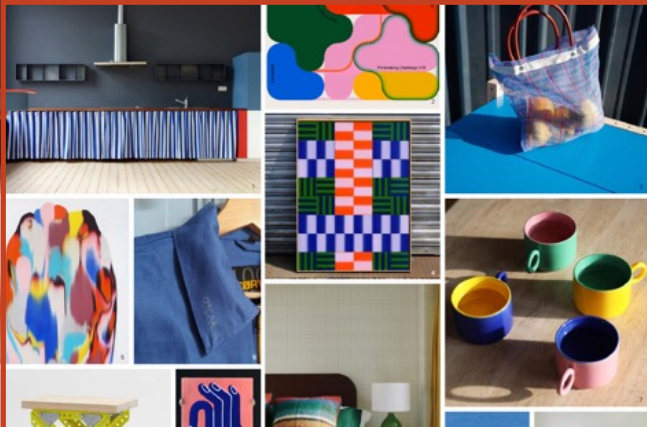


COLOURS FOR 2024

Key colours for 2024 include greens, reds and browns – a reflection that earthy calm tones are here to stay. Classic blues are also still prominent throughout the range, as well various shades in each colour section to offer the customer choice.

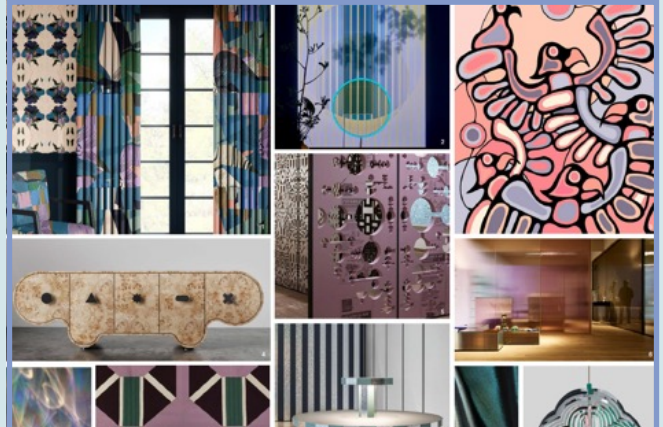
Winsome Orchid PANTONE® 14-3206	Mauve Orchid PANTONE 16-2111	Peach Nectar PANTONE 14-1228	Lilac Hint PANTONE 13-4105	Ice Green PANTONE 13-5414	Bayou PANTONE 18-5121	Butterum PANTONE 16-1341	Grapemist PANTONE 16-3929
	 Key Colour	 Key Colour					
Pureed Pumpkin PANTONE 17-1449	Pastel Green PANTONE 13-0116	Yellowtail PANTONE 12-0735	Azure Blue PANTONE 17-4139	Brick Red PANTONE 19-1543	Bluing PANTONE 19-3954	Cream Tan PANTONE 13-1108	Kelly Green PANTONE 16-6138
	 Key Colour		 Key Colour				
Daiquiri Green PANTONE 12-0435	Sudan Brown PANTONE 18-1160	Vivid Green PANTONE 17-5638	Peach Amber PANTONE 15-1423	Cadmium Yellow PANTONE 15-1054	Forget-Me-Not PANTONE 15-4312	Cloud Cream PANTONE 12-0804	Orangeade PANTONE 17-1461
		 Key Colour		 Key Colour			
Burnt Sienna PANTONE 17-1544	Smoked Paprika PANTONE 19-1429	Reseda PANTONE 15-6414	Light Grey PANTONE 12-0404	Alpine Green PANTONE 18-5322	Adobe PANTONE 17-1340	Rose Smoke PANTONE 14-1506	Oak Buff PANTONE 16-1144
 Key Colour					 Key Colour		

For this collection we have focused on 4 keys trends.



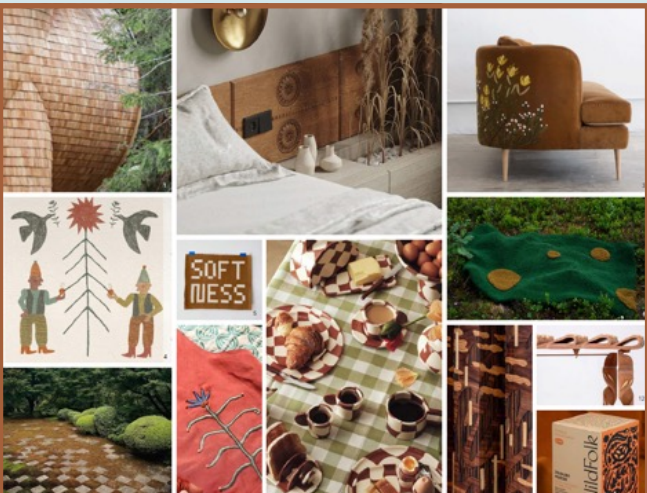
Rework

Centred around being future proof, this trend includes sturdy designs like stripes, checks and spots. Bold primary colours are key and recycled fabrics play a big part.



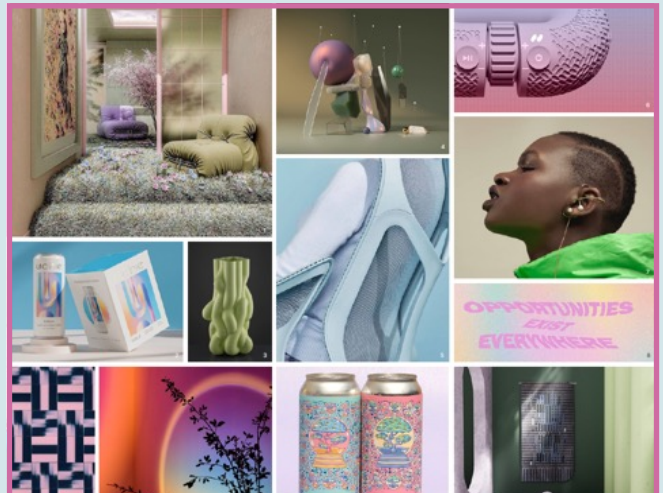
Soul Searching

Combining the metaverse trend with the need for tranquillity and wellness. This trend offers a soft colour palette with calm colours such as blue and blush combined with metallic yarns and coatings. Interesting shapes are key for this trend and this is reflected in the fabrics we've developed.



The Last Forest

Already a big trend, it continues to evolve past 2024, focusing on earthy tones and nature. With outdoor living becoming more popular, bringing elements of the outdoors into the home feels safe for customers. Soft and natural fabrics are important to this trend so we've included velvet and linen fabrics to play into this.

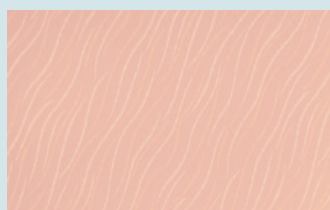


Avatar lounge

A key trend for Spring/Summer 2024, it offers a fun and futuristic theme with bright tones and pops of colour. Described as welcoming and offers escapism to the customer.

BRAND NEW EXCLUSIVE DESIGNS

Jaquards



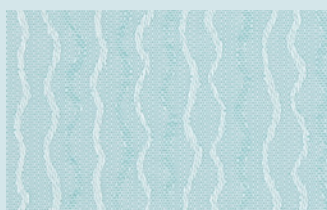
Florence

*Beige, Gold, Green,
Peach, Stone & White*



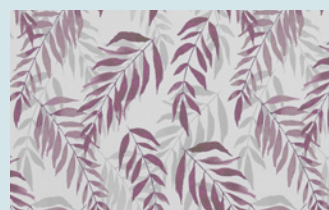
Fuse

Gold, Silver & Tinsel



Ignite

*Apricot, **Lavender** & Seafoam*



Clarice

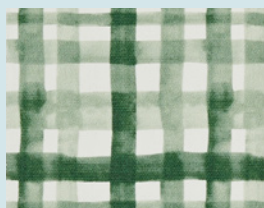
*Azure, Fern, **Mauve** & Pewter*

Prints



Ronda

***Barley**, Bone, Dijon,
Kale, Paprika,
Petrol & Shadow*



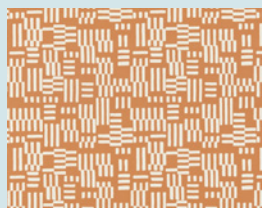
Gingham

***Evergreen**, Marine,
Natural & Ruby*



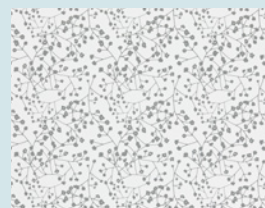
Maggie

***Marine**, Natural,
Ochre & Scarlet*



Pinto

*Honey & **Orange***



Scoria

*Pink & **Steel***

All of these beautiful fabrics include recycled polyester yarn

Secret Garden

UNEARTH THE SECRETS OF THIS BEAUTIFUL CAPSULE COLLECTION

Inspired by nature this collection includes soft florals, bold graphical prints and unpredictable patterns, but there's a surprising secret... the colours add an instant WOW factor.

Celebrating maximalism and including key colour trends and themes you'll see everywhere from home décor to fashion, this fun and playful collection is a talking point in any room.



FABRICS

PRINTS			
	Range Name	No. of fabrics	Priceband
NEW	Athena	2	B
	Autumn	1	C
NEW	Botanic	2	D
NEW	Bounce	2	D
	Clarice	4	C
	Coast	2	B
NEW	Damani	2	D
NEW	Dreamy	1	D
	Elegance	3	C
NEW	Elsie	1	D
NEW	Foss	2	D
NEW	Gingham	3	B
NEW	Glee	1	B
	Gracie	1	D
NEW	Jax	4	D
	Layla	3	C
NEW	Mabel	2	D
NEW	Maeve	3	B
	Maggie	4	C
	Magical	2	D
NEW	Maverick	1	D
NEW	Melody	2	D
NEW	Molly	1	D
NEW	Ocean	2	D
NEW	Odin	1	B
NEW	Ombre	1	B
	Peyton	4	B
NEW	Pinto	2	D
NEW	Porto	2	D
NEW	Ronnie	1	D
NEW	Rosalee	2	D
NEW	Rumie	1	D
NEW	Rupert	1	D
NEW	Scoria	1	C
NEW	Sisi	1	C
NEW	Sprigs	1	D
NEW	Talia	3	B
NEW	Topsy	1	A
NEW	Tree of Life	1	D
	Vera	1	C
NEW	Verona	2	D
	Vinnie	4	C
NEW	Wave	3	B
	Zayn	2	C

JAQUARDS AND TEXTURES			
	Range Name	No. of fabrics	Priceband
NEW	Ada	3	Elements
	Alta	2	B
NEW	Artisan	2	C
	Aspen	4	B
	Atlantex	3	A
NEW	Atlantex asc	2	B
	Bliss	2	B
	Bamboo	2	A
NEW	Charm	4	Elements
	Claudia	3	C
	Corsica	4	Elements
NEW	Cubik	2	B
	Evita	2	Elements
	Felix asc	5	D
NEW	Florence	4	A
	Fuse	3	C
NEW	Grayson	6	A
NEW	Ida	3	A
NEW	Ignite	3	A
	Jude	2	A
	Lagan asc	4	B
NEW	Liberty	1	C
NEW	Lina	3	C
	Linenweave	40	B
	Marea	3	A
NEW	Molina	1	B
	Monte	3	B
	Nordic asc	2	B
NEW	Oakley	4	Elements
	Odessa	5	A
NEW	Paige	3	A
NEW	Panache	2	
NEW	Paris	2	C
NEW	Perrie	9	Elements
NEW	Piper	10	C
	Radiance asc	3	B
	Ribbons asc	3	B
NEW	Rhapsody	3	Elements
NEW	Ronda	7	C
	Shantung	3	A
NEW	Shona	13	D
	Strata asc	3	B
	Sian	1	A
NEW	Stratford	3	A
	Tennessee	2	C
NEW	Traze	4	A
NEW	Vault	1	C



FABRICS

PLAINS		
Range Name	No. of fabrics	Priceband
Alta Blackout	2	D
Charm Blackout	4	Elements
NEW Elegance Blackout	3	C
NEW Florence Blackout	2	A
Linenweave Blackout	5	B
Monte Blackout	3	B
Tessa Blackout	2	D
Bonsai	3	B
Kent	2	Elements
Topaz	4	A
NEW Polaris	40	A
NEW Polaris Blackout	40	A
Banlight Duo FR	30	B
Palette FR	30	A

SHEERS		
Range Name	No. of fabrics	Priceband
Panama Deco 3%	4	E
Whisper Screen 3%	6	D
Cadence	3	A
NEW Kaila	2	A
Kendall	1	C
Mariella	1	B
Willow	1	B

PVC		
Range Name	No. of fabrics	Priceband
Stella FR	2	B
Urban FR	8	B
Reflection FR	2	B
Boston FR	4	B

ROLLER SYSTEM OPTIONS

Depending on your needs, we have a range of Roller blind systems available to choose from. With all of our system options, you can choose to have the fabric as standard roll or reverse roll, so that the reverse of the fabric cannot be seen on the barrel at the top of the blind.



Standard Roll



Reverse Roll

Louvolite System

The popular Louvolite System 32/40/55® is available as standard Roller, semi cassette (in 40mm and 70mm fascia depths) and full cassette, in a choice of White, Anthracite and Black.



Standard Roller



Semi cassette with
fabric valance



Semi cassette
without fabric valance



Full cassette

Senses System

A contemporary Roller system which offers fascia and co-ordinating bottom bar options in a range of 5 colours, with matching or co-ordinating end caps. Standard Roller blinds and semi cassette mounting profile Roller blinds are also available with Senses bottom bar options.



White



Cream



Silver



Anthracite



Black

VERTICAL HEADRAIL SYSTEM OPTIONS

Standard Headrail



Black



Anthracite



Brushed Silver



White

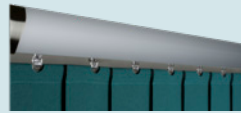
Senses Slim Headrail - available in a range of colours with co-ordinated decorative end caps.



Black



Anthracite



Silver



Cream



White

Slimline Vogue® Headrail



Black



Anthracite



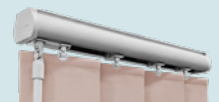
Brushed Silver



Champagne Gold



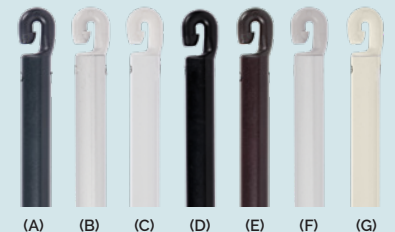
Brown



White

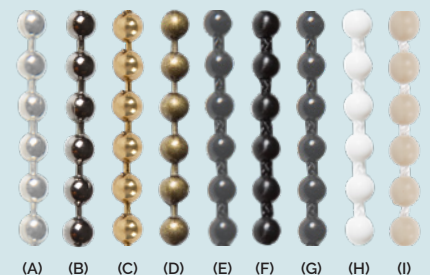
Wand Options

	Anthracite (A)	Brushed Silver (B)	White (C)	Black (D)	Brown (E)	Grey (F)	Cream (G)
Standard Headrail	Y	Y	Y	Y			
Senses Slim Headrail			Y	Y		Y	Y
Slimline Vogue® Headrail			Y	Y	Y	Y	

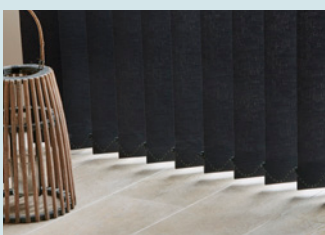


Chain Options

	Chrome Metal (A)	Black Metal (B)	Gold Metal (C)	Antique Metal (D)	Anthracite Plastic (E)	Black Plastic (F)	Grey Plastic (G)	White Plastic (H)	Beige Plastic (I)
Standard Headrail	Y				Y	Y	Y	Y	
Senses Slim Headrail	Y					Y		Y	
Slimline Vogue® Headrail	Y	Y	Y	Y	Y	Y	Y	Y	Y



Stabilising Chain Options



Black



Beige - Slimline Vogue only



White



Chainless weights

MOTORISED

Make a smarter choice with motorised
Aquarius Roller blinds

The benefits of motorised blinds

- Offers convenience, thanks to multiple control options
- Operate multiple blinds at once
- Enhance privacy and security
- Perfect for hard-to-reach windows
- Inherently child safe
- Can be integrated with other smart home technology when paired with a Somfy Smart Hub

The benefits of smart motorised blinds

Pair motorised blinds with a Somfy smart hub for even greater control.

- Control blinds from anywhere with the app
- Set timers, open and close blinds around daily schedules
- Control blinds through a smart home assistant like Alexa or Google Assistant

Reasons to sell motorised blinds

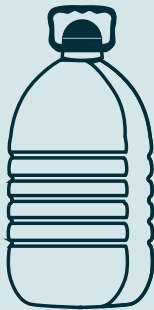
- Promote electric blinds and upsell on each appointment to increase your average order value
- Provide optimal quality, performance and longevity for your customers
- Offer customers a child-safe and convenient motorised solution with a Somfy quality product



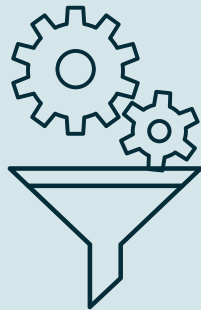
AQUARIUS
in partnership with
somfy

RECYCLED FABRICS

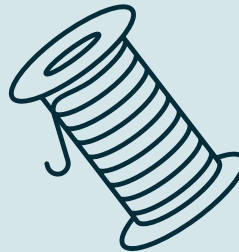
Across our plain, print & jacquard options, over 60% of our fabrics are made from 50% or more recycled polyester yarn, so you can get the look you want with a more sustainable fabric choice.



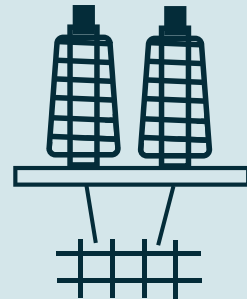
PET Polyester bottles are sorted



The bottles are ground down



Plastic granules are made into yarn



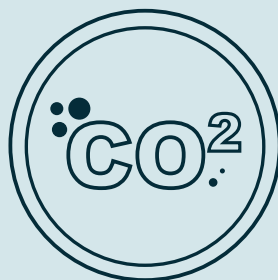
This yarn is then woven into fabric

Why choose recycled fabrics?

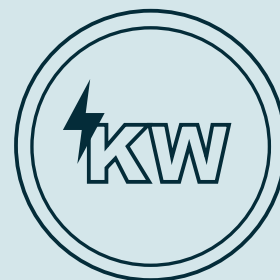
Production processes use less water, chemicals and energy than virgin polyester. Recycled polyester production therefore generates less CO₂ emissions than virgin polyester.



Less water



Fewer emissions



Less energy



Look out for the 'recycled' logo across our fabrics, all of these fabrics are composed of recycled polyester yarn.

MARKETING MATERIALS

The following point of sale materials have been created to help support the new collection.

- New lifestyle imagery
- New fabric scans
- New e-presenter
- Pop-up banners, Table Talkers and A3 posters for showroom displays
- Social media pack
- Updated Arena website content
- Update Vis App
- Contract cards and swatch cards

